KEY MEASURES AMONG ALL SMOKERS

(From Regular Cigarette ATP)

2060170803

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

TOTAL UNAIDED AWARENESS

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	9	6	8	7
Best Value	2	2	1	1
Cambridge	5	7	6	6
Doral	11	10	10	10
GPC	6	6	5	5
Monarch	2	2	5	4
Store Brand/Generic	20	24	21	23
Marlboro	79	82	81	84

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Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

GROWING IN POPULARITY

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	5	3	5	2
Best Value	-	1	*	-
Cambridge	1	1	1	2
Doral	4	2	2	2
GPC	2	1	3	2
Monarch	1	1	1	1
Store Brand/Generic	13	15	13	14
Marlboro	23	23	27	25

2060170805

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

TOTAL AWARENESS

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	47	50	49	52
Best Value	34	36	33	34
Cambridge	71	78	75	77
Doral	89	90	87	88
GPC	34	39	41	38
Monarch	50	53	51	52
Store Brand/Generic	86	83	82	83
Marlboro	100	100	100	100

2060170806

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

PRINT AD AWARENESS

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	3	6	5	11
Best Value	1	3	3	1
Cambridge	22	20	19	20
Doral	21	26	19	24
GPC	2	3	3	4
Monarch	8	7	4	5
Store Brand/Generic	8	11	8	11
Marlboro	71	76	74	72

2060170807

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

BILLBOARD AD AWARENESS

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	1	3	3	3
Best Value	1	1	*	1
Cambridge	4	7	7	7
Doral	5	11	4	3
GPC	1	4	2	2
Monarch	2	2	2	3
Store Brand/Generic	2	3	3	6
Marlboro	48	55	55	54

2060170808

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

BASIC KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (128) %	June - Aug. '93 (142) %	July - Sept. 93 (132) %
Special offer awareness	13	14	17
Frequently offer coupons/special deals	7	11	17
Lower priced	77	78	83
Penny pinchers	80	80	80
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170809

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

BEST VALUE KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (78) %	June - Aug. '93 (72) %	July - Sept. '93 (60) %
Special offer awareness	10	8	8
Frequently offer coupons/special deals	18	13	18
Lower priced	80	78	80
Penny pinchers	90	89	82
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170810

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

CAMBRIDGE KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (158) %	June - Aug. '93 (182) %	July - Sept. '93 (194)
Special offer awareness	29	26	25
Frequently offer coupons/special deals	31	31	31
Lower priced	56	50	47
Penny pinchers	54	52	49
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170811

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

DORAL KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (264) %	June - Aug. '93 (260) %	July - Sept. '93 (255) %
Special offer awareness	25	23	24
Frequently offer coupons/special deals	35	30	33
Lower priced	51	52	51
Penny pinchers	55	57	58
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170812

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

GPC KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (93) %	June - Aug. '93 (102) %	July - Sept. '93 (99) %
Special offer awareness	26	29	23
Frequently offer coupons/special deals	28	29	26
Lower priced	85	84	80
Penny pinchers	85	82	79
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170813

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

MONARCH KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (111) %	June - Aug. '93 (122) %	July - Sept. '93 (119) %
Special offer awareness	13	13	19
Frequently offer coupons/special deals	7	11	13
Lower priced	43	50	56
Penny pinchers	49	55	63
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170814

Millward Brown, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

STORE BRAND/GENERIC KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (288) %	June - Aug. '93 (290) %	July - Sept. '93 (279) %
Special offer awareness	19	19	20
Frequently offer coupons/special deals	18	17	17
Lower priced	77	79	81
Penny pinchers	87	88	89
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170815

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

MARLBORO KEY IMAGE MEASURES

Base: Aware/Asked	May - July '93 (578) %	June - Aug. '93 (604) %	July - Sept. '93 (588) %
Special offer awareness	63	64	66
Frequently offer coupons/special deals	65	69	68
Lower priced	25	32	33
Penny pinchers	13	15	16
Smart shoppers*	NA	NA	NA
Bargain hunters*	NA	NA	NA
Good cigarette for the money*	NA	NA	NA

* Attributes added August 30, 1993

2060170816

Millward Brown, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004

PAST MONTH PURCHASE

Base: All Smokers	June '93 (464) %	July '93 (436) %	Aug. '93 (440) %	Sept. '93 (429) %
Basic	13	14	11	13
Best Value	6	10	9	4
Cambridge	7	7	6	7
Doral	10	14	10	10
GPC	13	14	15	10
Monarch	5	6	6	8
Store Brand/Generic	25	26	20	22
Marlboro	44	43	47	46

2060170817

Millward Brown, Inc.

Source: https://www.industrydocuments.ucsf.edu/docs/xsxm0004